RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

Updated 9/6/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200				
Amerada Hess / 1200				
Ronet Co. / 1200				
Quick Chek Food Stores / 1200	Virginia Slim B2G1F Virginia Slim BCG5PF Basic BCG5F	August September August	NJ	
Allied Mgmt. / 1200				
Speedy Mart Corp. / 1200				
Bottom Line / 1200				
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3824

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

Updated 9/6/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200 (Heavy menthol area)	Kool 20¢ Off-A-Pack	September	NYC & LI	Styles - Filter & Box, 2 carton display
Wakefern Food / 1200				
Plainfield Tob. & Candy / 1200				
Middlesex Tobacco / 1200				
Supermarkets General / 1200				
Consolidated Simon Dist. / 1200	Virginia Slim B2G1F Virginia Slim BCG5PF Basic BCG5PF	August September August	NJ	
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / 1200				
Mark Steven / 1500				
Joseph H. Stomel, Hauppauge / 1200				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3825

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

Updated 9/6/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200 (Heavy menthol area)	Kool 20¢ Off-A-Pack	September	NYC & LI	Styles - Filter & Box, 2 carton display
Wakefern Food / 1200				
Planfield Tob. & Candy / 1200				
Middlesex Tobacco / 1200				
Supermarkets General / 1200				
Consolidated Simon Dist. / 1200	Virginia Slim B2G1F Virginia Slim BCG5PF Basic BCG5PF	August September August	NJ	
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / ~~1300~~ 1200				
Mark Steven / 1500				
NCC - Hauppauge / ~~1500~~ 1200				

Geo.

Stomel

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3826

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

Updated 9/6/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200				
Amerada Hess / 1200				
Ronet Co. / 1200				
Quick Chek Food Stores / 1200	Virginia Slim B2G1F Virginia Slim BCG5PF Basic BCG5F	August September August	NJ	
Allied Mgmt. / 1200				
Speedy Mart Corp. / 1200				
Bottom Line / 1200				
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3827

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995 AND
ENDING JULY 28.

RETAIL "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 RETAIL CHAINS

Updated 8/11/95

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Hannaford Brothers / 1100		
Stop & Shop / 1100		
B.J.'s Whol. Club / 1100		
Christy's Mkts. / 1100		
Store 24 / 1100		
Tedeschi Food Shops / 1100		
Pathmark Store / 1200	PM Retail Masters Level IV	Chain developing proposal to RJR to cost share PM's UPM (results pending)
Amerada Hess / 1200	Very impressed with Partners	Full base contract has been approved (net gain of 2 displays per store
Ronet Co. / 1200	Negative - will not sell packs	
Quick Chek Food Stores / 1200	Negative regarding second footprint	Signed base contract, implementation 90% completed
Allied Mgmt. / 1200	Positive	Sold pack base contract
Speedy Mart Corp. / 1200	Negotiating payments due to volume	Pending executive decision
Bottom Line / 1200	Buyer enthusiastic	All stores sold base/exclusive RJR
WAWA/Red Roof / 1300		
Sun Co.-APlus / 1300		
Turkey Hill / 1300		
Merit Oil / 1300		
Redner's Markets / 1300		
Heritage's Dairy / 1300		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented

518S0 3828

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK STARTING
MAY 19, 1995 AND STOPPING AFTER TOP 100
ACCOUNTS ARE CONTACTED.

WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 PARENT ACCOUNTS

Updated 8/11/95

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Garber Brothers / 1100		
Consumer Products / 1100		
Albert H. Notini / 1100		
NCC-Mansfield, MA / 1100		
Auburn Merchandise / 1100		
Bonanza Trading Co. / 1200	Profitable program/very receptive	Confident they will increase SOM in all categories
Wakefern Food / 1200	Extremely positive	Receptive to all elements of Partners Program
Planfield Tob. & Candy / 1200	Positive attitude towards program	Will continue to work promotions to move SOM numbers
Middlesex Tobacco / 1200	Mixed reaction	Talks a good game/minimal follow-through (time will tell)
Supermarkets General / 1200	Positive towards payment	Currently working on merchandising proposal to drive business
Consolidated Simon Dist. / 1200	Finally expects a payout	Will fully co-operate with every promotion, may take Forsyth brand
Miller & Hartman / 1300		
T&C Distributing / 1300		
Norman J. Dressler / 1300		
Associated Whol. / 1300		
ACME Markets / 1300		
Joseph H. Stomel / 1300		
Harold Levinson / 1500		
Mark Steven / 1500		
NCC - Hauppauge / 1500		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3829

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

Updated 8/11/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200	Marlboro Buy-4	August	NJ, NY, PA, CT,	
Amerada Hess / 1200	Marlboro Buy-4	August	Complete eastcoast	
Bonet Co. / 1200	Marlboro Buy-4	August	NJ	
Quick Chek Food Stores / 1200	Kool 40¢ Off-A-Pack	August	NJ	40 carton display
Allied Mgmt. / 1200	Marlboro Buy-4	August	NJ	
Speedy Mart Corp. / 1200	Marlboro Buy-4	August	NJ	
Bottom Line / 1200	Marlboro Buy-4	August	NJ	
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3830

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

Updated 8/11/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200 (Heavy menthol area)	Kool 20¢ Off-A-Pack	August	NYC & LI	Styles - Filter & Box, 2 carton display
Wakefern Food / 1200				
Planfield Tob. & Candy / 1200	Marlboro Buy-4	August	NJ	
Middlesex Tobacco / 1200	Marlboro Buy-4	August	NJ	Shipping to prebooked Masters accounts
Supermarkets General / 1200	Marlboro Buy-4	August	PA,NJ,CT,NY	
Consolidated Simon Dist. / 1200	Kool 40¢ Off-A-Pack	August	NJ	40-pack display
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / 1500				
Mark Steven / 1500				
NCC - Hauppauge / 1500				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3831

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

Updated 7/14/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	**PROGRAM**	**TIMING**	**GEOGRAPHY**	**COMMENTS**
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200 (Heavy menthol area)	Carlton 3 ctn display 30¢ off	8/95	NYC & LI	Styles k.s, 100's, box100's,. Jobbers still have remaining inventory of Carlton playing cards.
Wakefern Food / 1200				
Planfield Tob. & Candy / 1200	~~Marlboro cooler bag~~	July	NJ	8 carton display
Middlesex Tobacco / 1200	Marlboro cooler bag Wave & Checkers(P/L)	July July	NJ NJ	Shipping to prebooked Masters accounts Manufactuers price reductions $2.50 & $3.00 respectivly
Supermarkets General / 1200	~~Marlboro 20¢ discount~~	~~July~~	PA,NJ,CT,NY	~~20¢ off a pack scanner buy down (flex fund)~~
Consolidated Simon Dist. / 1200	Kool 40's	August		40 pack displays
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / 1500				
Mark Steven / 1500				
NCC - Hauppauge / 1500				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3832

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

Updated 7/14/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200 M. B4	~~Marlboro pack discount~~	July	NJ, NY, PA, CT,	20¢ a pack only, scanner buy-down, flex fund
Amerada Hess / 1200 "	Marlboro pack discount	July	Complete eastcoast	8 carton display
Ronet Co. / 1200	No competitive activity		NJ	No PM contracts
Quick Chek Food Stores / 1200	~~Marlboro 2.5¢ buy-down~~	~~July~~ Aug	NJ	~~Flex fund~~ 40 ctn displays.
Allied Mgmt. / 1200 "	Marlboro 20¢ discount	July	NJ	Flex fund
Speedy Mart Corp. / 1200 "	Marlboro 20¢ discount	July	NJ	Flex fund
Bottom Line / 1200	No PM promotional activity			No merchandising contracts with PM
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

518S0 3833

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK STARTING
MAY 19, 1995 AND STOPPING AFTER TOP 100
ACCOUNTS ARE CONTACTED.

WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 PARENT ACCOUNTS

Updated 7/14/95

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Garber Brothers / 1100		
Consumer Products / 1100		
Albert H. Notini / 1100		
NCC-Mansfield, MA / 1100		
Auburn Merchandise / 1100		
Bonanza Trading Co. / 1200	Profitable program/very receptive	Confident they will increase SOM in all categories
Wakefern Food / 1200	Extremely positive	Receptive to all elements of Partners Program
Planfield Tob. & Candy / 1200	Positive attitude towards program	Will continue to work promotions to move SOM numbers
Middlesex Tobacco / 1200	Mixed reaction	Talks a good game/minimal follow-through (time will tell)
Supermarkets General / 1200	Positive towards payment	Currently working on merchandising proposal to drive business
Consolidated Simon Dist. / 1200	Finally expects a payout	Will fully co-operate with every promotion, may take Forsyth brand
Miller & Hartman / 1300		
T&C Distributing / 1300		
Norman J. Dressler / 1300		
Associated Whol. / 1300		
ACME Markets / 1300		
Joseph H. Stomel / 1300		
Harold Levinson / 1500		
Mark Steven / 1500		
NCC - Hauppauge / 1500		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3834

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995 AND
ENDING JULY 28.

RETAIL "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 RETAIL CHAINS

Updated 7/14/95

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Hannaford Brothers / 1100		
Stop & Shop / 1100		
B.J.'s Whol. Club / 1100		
Christy's Mkts. / 1100		
Store 24 / 1100		
Tedeschi Food Shops / 1100		
Pathmark Store / 1200	PM Retail Masters Level IV	Chain developing proposal to RJR to cost share PM's UPM (results pending)
Amerada Hess / 1200	Very impressed with Partners	Full base contract has been approved (net gain of 2 displays per store
Ronet Co. / 1200	Negative - will not sell packs	
Quick Chek Food Stores / 1200	Negative regarding second footprint	Signed base contract, implementation to take place 90% [illegible]
Allied Mgmt. / 1200	Surveying stores for 2nd footprint	Follow-up meeting scheduled Sold [illegible]
Speedy Mart Corp. / 1200	Uncommitted to 2nd F/P footprint	Follow-up meeting scheduled [illegible]
Bottom Line / 1200	Buyer enthusiastic	All stores sold base/exclusive RJR
WAWA/Red Roof / 1300		
Sun Co.-APlus / 1300		
Turkey Hill / 1300		
Merit Oil / 1300		
Redner's Markets / 1300		
Heritage's Dairy / 1300		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented

*Pay Payments due to [illegible].

51850 3835

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

E-Mail/ Don 6/29

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995 AND
ENDING JULY 28.

RETAIL "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 RETAIL CHAINS

Updated 6/29/95

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Hannaford Brothers / 1100		
Stop & Shop / 1100		
B.J.'s Whol. Club / 1100		
Christy's Mkts. / 1100		
Store 24 / 1100		
Tedeschi Food Shops / 1100		
Pathmark Store / 1200	PM Retail Masters Level IV	Chain developing proposal to RJR to cost share PM's UPM (results pending)
Amerada Hess / 1200	Very impressed with Partners	Full base contract has been approved (net gain of 2 displays per store
Ronet Co. / 1200	Negative - will not sell packs	
Quick Chek Food Stores / 1200	Negative regarding second footprint	Signed base contract, implementation to take place
Allied Mgmt. / 1200	Surveying stores for 2nd footprint	Follow-up meeting scheduled
Speedy Mart Corp. / 1200	Uncommitted to 2nd F/P footprint	Follow-up meeting scheduled
Bottom Line / 1200	Buyer enthusiastic	All stores sold base/exclusive RJR
WAWA/Red Roof / 1300		
Sun Co.-APlus / 1300		
Turkey Hill / 1300		
Merit Oil / 1300		
Redner's Markets / 1300		
Heritage's Dairy / 1300		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented

518S0 3836

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK STARTING
MAY 19, 1995 AND STOPPING AFTER TOP 100
ACCOUNTS ARE CONTACTED.

WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 PARENT ACCOUNTS

Updated 6/29/95

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Garber Brothers / 1100		
Consumer Products / 1100		
Albert H. Notini / 1100		
NCC-Mansfield, MA / 1100		
Auburn Merchandise / 1100		
Bonanza Trading Co. / 1200	Profitable program/very receptive	Confident they will increase SOM in all categories
Wakefern Food / 1200	Extremely positive	Receptive to all elements of Partners Program
Planfield Tob. & Candy / 1200	Positive attitude towards program	Will continue to work promotions to move SOM numbers
Middlesex Tobacco / 1200	Mixed reaction	Talks a good game/minimal follow-through (time will tell)
Supermarkets General / 1200	Positive towards payment	Currently working on merchandising proposal to drive business
Consolidated Simon Dist. / 1200	Finally expects a payout	Will fully co-operate with every promotion, may take Forsyth brand
Miller & Hartman / 1300		
T&C Distributing / 1300		
Norman J. Dressler / 1300		
Associated Whol. / 1300		
ACME Markets / 1300		
Joseph H. Stomel / 1300		
Harold Levinson / 1500		
Mark Steven / 1500		
NCC - Hauppauge / 1500		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3837

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

Updated 6/29/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200	Marlboro pack discount	June	NJ, NY, PA, CT,	20¢ a pack only, scanner buy-down, flex fund
Amerada Hess / 1200	Marlboro cooler bag	June	Complete eastcoast	8 carton display
Ronet Co. / 1200	No competitive activity		NJ	No PM contracts
Quick Chek Food Stores / 1200	Marlboro 25¢ buy-down	June	NJ	Flex fund
Allied Mgmt. / 1200	Marlboro 20¢ discount	June	NJ	Flex fund
Speedy Mart Corp. / 1200	Marlboro 20¢ discount	June	NJ	Flex fund
Bottom Line / 1200	No PM promotional activity			No merchandising contracts with PM
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

Notes: 1.) **Critical Region accounts can be added even if not in Top 100.**
2.) **Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.**

518S0 3838

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

Updated 6/29/95

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200 (Heavy menthol area)	Newport B1PG Free Lighter	6/15	NYC & LI	
Wakefern Food / 1200				
Planfield Tob. & Candy / 1200	Marlboro cooler bag	June	NJ	8 carton display
Middlesex Tobacco / 1200	Marlboro cooler bag	May/June	NJ	Shipping to prebooked Masters accounts
Supermarkets General / 1200	Marlboro 20¢ discount	June	PA,NJ,CT,NY	20¢ off-a-pack scanner buy-down (flex fund)
Consolidated Simon Dist. / 1200	Kool 40¢ off	June	NJ	40 pack displays
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / 1500				
Mark Steven / 1500				
NCC - Hauppauge / 1500				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3839

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

E-Mail Don Fitzgerald 6/16

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995 AND
ENDING JULY 28.

RETAIL "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 RETAIL CHAINS

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Hannaford Brothers / 1100		
Stop & Shop / 1100		
B.J.'s Whol. Club / 1100		
Christy's Mkts. / 1100		
Store 24 / 1100		
Tedeschi Food Shops / 1100		
Pathmark Store / 1200	PM Retail Masters Level IV	Chain developing proposal to RJR to cost share PM's UPM (results pending)
Amerada Hess / 1200	Very impressed with Partners	Full base contract has been approved (net gain of 2 displays per store
Ronet Co. / 1200	Negative - will not sell packs	
Quick Chek Food Stores / 1200	Negative regarding second footprint	Signed base contract, implementation to take place
Allied Mgmt. / 1200	Surveying stores for 2nd footprint	Follow-up meeting scheduled
Speedy Mart Corp. / 1200	Uncommitted to 2nd F/P footprint	Follow-up meeting scheduled
Bottom Line / 1200	Buyer enthusiastic	All stores will remain exclusive RJR
WAWA/Red Roof / 1300		
Sun Co.-APlus / 1300		
Turkey Hill / 1300		
Merit Oil / 1300		
Redner's Markets / 1300		
Heritage's Dairy / 1300		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented

51850 3840

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK STARTING
MAY 19, 1995 AND STOPPING AFTER TOP 100
ACCOUNTS ARE CONTACTED.

WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 PARENT ACCOUNTS

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Garber Brothers / 1100		
Consumer Products / 1100		
Albert H. Notini / 1100		
NCC-Mansfield, MA / 1100		
Auburn Merchandise / 1100		
Bonanza Trading Co. / 1200	Profitable program/very receptive	Confident they will increase SOM in all categories
Wakefern Food / 1200	Extremely positive	Receptive to all elements of Partners Program
Planfield Tob. & Candy / 1200	Positive attitude towards program	Will continue to work promotions to move SOM numbers
Middlesex Tobacco / 1200	Mixed reaction	Talks a good game/minimal follow-through (time will tell)
Supermarkets General / 1200	Positive towards payment	Currently working on merchandising proposal to drive business
Consolidated Simon Dist. / 1200	Finally expects a payout	Will fully co-operate with every promotion, may take Forsyth brand
Miller & Hartman / 1300		
T&C Distributing / 1300		
Norman J. Dressler / 1300		
Associated Whol. / 1300		
ACME Markets / 1300		
Joseph H. Stomel / 1300		
Harold Levinson / 1500		
Mark Steven / 1500		
NCC - Hauppauge / 1500		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" acitivity to be implemented.

51850 3841

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200	Marlboro pack discount	June	NJ, NY, PA, CT,	20¢ a pack only, scanner buy-down, flex fund
Amerada Hess / 1200	Marlboro cooler bag	June	Complete eastcoast	8 carton display
Ronet Co. / 1200	No competitive activity		NJ	No PM contracts
Quick Chek Food Stores / 1200	Marlboro 25¢ buy-down	June	NJ	Flex fund
Allied Mgmt. / 1200	Marlboro 20¢ discount	June	NJ	Flex fund
Speedy Mart Corp. / 1200	Marlboro 20¢ discount	June	NJ	Flex fund
Bottom Line / 1200	No PM promotional activity			No merchandising contracts with PM
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

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51850 3842

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200 (Heavy menthol area)	Newport B1PG Free Lighter	6/15	NYC & LI	
Wakefern Food / 1200				
Planfield Tob. & Candy / 1200	Marlboro cooler bag	June	NJ	8 carton display
Middlesex Tobacco / 1200	Marlboro cooler bag	May/June	NJ	Shipping to prebooked Masters accounts
Supermarkets General / 1200	Marlboro 20¢ discount	June	PA,NJ,CT,NY	20¢ off-a-pack scanner buy-down (flex fund)
Consolidated Simon Dist. / 1200	Kool 40¢ off	June	NJ	40 pack displays
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / 1500				
Mark Steven / 1500				
NCC - Hauppauge / 1500				

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
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51850 3843

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

E-Mail to Don 6/2/95

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995 AND
ENDING JULY 28.

RETAIL "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 RETAIL CHAINS

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Hannaford Brothers / 1100		
Stop & Shop / 1100		
B.J.'s Whol. Club / 1100		
Christy's Mkts. / 1100		
Store 24 / 1100		
Tedeschi Food Shops / 1100		
Pathmark Store / 1200	PM Retail Masters Level IV	Chain developing proposal to RJR to cost share PM's UPM (results pending)
Amerada Hess / 1200	Very impressed with Partners	Full base contract has been approved (net gain of 2 displays per store
Ronet Co. / 1200	Negative - will not sell packs	
Quick Chek Food Stores / 1200	Negative regarding second footprint	~~Currently re-working in-store plan-o-grams to accommodate 3 RJR footprints~~
Allied Mgmt. / 1200	~~Positive, however, is looking for room for an additional RJR F/P display~~	
Speedy Mart Corp. / 1200	Uncommitted to 2nd F/P footprint	Follow-up meeting scheduled
Bottom Line / 1200	Buyer enthusiastic	All stores will remain exclusive RJR
WAWA/Red Roof / 1300		
Sun Co.-APlus / 1300		
Turkey Hill / 1300		
Merit Oil / 1300		
Redner's Markets / 1300		
Heritage's Dairy / 1300		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
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518S0 3844

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK STARTING
MAY 19, 1995 AND STOPPING AFTER TOP 100
ACCOUNTS ARE CONTACTED.

WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 PARENT ACCOUNTS

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Garber Brothers / 1100		
Consumer Products / 1100		
Albert H. Notini / 1100		
NCC-Mansfield, MA / 1100		
Auburn Merchandise / 1100		
Bonanza Trading Co. / 1200	Profitable program/very receptive	Will attempt to sell Select 100s Box display to all accounts
Wakefern Food / 1200	Extremely positive	Receptive to all elements of Partners Program
Planfield Tob. & Candy / 1200	Positive attitude towards program	Will continue to work promotions to move SOM numbers
Middlesex Tobacco / 1200	Mixed reaction	Talks a good game/minimal follow-through (time will tell)
Supermarkets General / 1200	Positive towards payment	Currently working on merchandising proposal to drive business
Consolidated Simon Dist. / 1200	Finally expects a payout	Will fully co-operate with every promotion, may take Forsyth brand
Miller & Hartman / 1300		
T&C Distributing / 1300		
Norman J. Dressler / 1300		
Associated Whol. / 1300		
ACME Markets / 1300		
Joseph H. Stomel / 1300		
Harold Levinson / 1500		
Mark Steven / 1500		
NCC - Hauppauge / 1500		

Notes: 1.) Critical Region accounts can be added even if not in Top 100.
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518S0 3845

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200	Marlboro pack discount	June	NJ, NY, PA, CT,	20¢ a pack only, scanner buy-down, flex fund
Amerada Hess / 1200	Marlboro cooler bag	June	Complete eastcoast	8 carton display
Ronet Co. / 1200	No competitive activity		NJ	No PM contracts
Quick Chek Food Stores / 1200	Marlboro 25¢ buy-down	June	NJ	Flex fund
Allied Mgmt. / 1200	Marlboro 20¢ discount	June	NJ	Flex fund
Speedy Mart Corp. / 1200	Marlboro 20¢ discount	June	NJ	Flex fund
Bottom Line / 1200	No PM promotional activity			No merchandising contracts with PM
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

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51850 3846

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200 (Heavy menthol area)	Merit-B2G1F	June-5	NYC	90% prebooked by PM Reps
Wakefern Food / 1200	Marlboro $2 discount	5/14-6/10	PA, NJ, CT, NY	$2.00 off-a-carton scanner promotion (flex fund)
Planfield Tob. & Candy / 1200	Marlboro cooler bag	June	NJ	8 carton display
Middlesex Tobacco / 1200	Marlboro cooler bag	May/June	NJ	Shipping to prebooked Masters accounts
Supermarkets General / 1200	Marlboro 20¢ discount	June	PA,NJ,CT,NY	20¢ off-a-pack scanner buy-down (flex fund)
Consolidated Simon Dist. / 1200	Kool 40¢ off	June	NJ	40 pack displays
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / 1500				
Mark Steven / 1500				
NCC - Hauppauge / 1500				

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51850 3847

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995 AND
ENDING JULY 28.

RETAIL "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 RETAIL CHAINS

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Hannaford Brothers / 1100		
Stop & Shop / 1100		
B.J.'s Whol. Club / 1100		
Christy's Mkts. / 1100		
Store 24 / 1100		
Tedeschi Food Shops / 1100		
Pathmark Store / 1200	PM Retail Masters Level IV	Chain developing proposal to RJR to cost share PM's UPM (results pending)
Amerada Hess / 1200	Very impressed with Partners	Full base contract has been approved (net gain of 2 displays per store
Ronet Co. / 1200	Negative - will not sell packs	
Quick Chek Food Stores / 1200	Negative regarding second footprint	Signed base contract, implementation to take place
Allied Mgmt. / 1200	Surveying stores for 2nd footprint	Follow-up meeting scheduled
Speedy Mart Corp. / 1200	Uncommitted to 2nd F/P footprint	Follow-up meeting scheduled
Bottom Line / 1200	Buyer enthusiastic	All stores will remain exclusive RJR
WAWA/Red Roof / 1300		
Sun Co.-APlus / 1300		
Turkey Hill / 1300		
Merit Oil / 1300		
Redner's Markets / 1300		
Heritage's Dairy / 1300		

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51850 3848

Source: https://www.industrydocuments.ucsf.edu/docs/zsby0000

RETURN EVERY OTHER WEEK STARTING
MAY 19, 1995 AND STOPPING AFTER TOP 100
ACCOUNTS ARE CONTACTED.

WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 PARENT ACCOUNTS

	PRESENTATION RESULTS	
ACCOUNT/RJR REGION	ACCOUNT'S REACTION	BRIEF COMMENTS
Cumberland Farms / 1100		
Garber Brothers / 1100		
Consumer Products / 1100		
Albert H. Notini / 1100		
NCC-Mansfield, MA / 1100		
Auburn Merchandise / 1100		
Bonanza Trading Co. / 1200	Profitable program/very receptive	Confident they will increase SOM in all categories
Wakefern Food / 1200	Extremely positive	Receptive to all elements of Partners Program
Planfield Tob. & Candy / 1200	Positive attitude towards program	Will continue to work promotions to move SOM numbers
Middlesex Tobacco / 1200	Mixed reaction	Talks a good game/minimal follow-through (time will tell)
Supermarkets General / 1200	Positive towards payment	Currently working on merchandising proposal to drive business
Consolidated Simon Dist. / 1200	Finally expects a payout	Will fully co-operate with every promotion, may take Forsyth brand
Miller & Hartman / 1300		
T&C Distributing / 1300		
Norman J. Dressler / 1300		
Associated Whol. / 1300		
ACME Markets / 1300		
Joseph H. Stomel / 1300		
Harold Levinson / 1500		
Mark Steven / 1500		
NCC - Hauppauge / 1500		

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RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200	Marlboro pack discount	June	NJ, NY, PA, CT,	20¢ a pack only, scanner buy-down, flex fund
Amerada Hess / 1200	Marlboro cooler bag	June	Complete eastcoast	8 carton display
Ronet Co. / 1200	No competitive activity		NJ	No PM contracts
Quick Chek Food Stores / 1200	Marlboro 25¢ buy-down	June	NJ	Flex fund
Allied Mgmt. / 1200	Marlboro 20¢ discount	June	NJ	Flex fund
Speedy Mart Corp. / 1200	Marlboro 20¢ discount	June	NJ	Flex fund
Bottom Line / 1200	No PM promotional activity			No merchandising contracts with PM
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

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RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995
THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

	PROGRAM SOLD TO ACCOUNT			
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200 (Heavy menthol area)	Newport B1PG Free Lighter	6/15	NYC & LI	
Wakefern Food / 1200				
Planfield Tob. & Candy / 1200	Marlboro cooler bag	June	NJ	8 carton display
Middlesex Tobacco / 1200	Marlboro cooler bag	May/June	NJ	Shipping to prebooked Masters accounts
Supermarkets General / 1200	Marlboro 20¢ discount	June	PA,NJ,CT,NY	20¢ off-a-pack scanner buy-down (flex fund)
Consolidated Simon Dist. / 1200	Kool 40¢ off	June	NJ	40 pack displays
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / 1500				
Mark Steven / 1500				
NCC - Hauppauge / 1500				

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